



What is Customer Loyalty to You?

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- **The experience**
- **The Secret**
 - ✓ Providing a World-Class Customer Experience
- **Customer Loyalty is Priceless**
- **What is our “priceless” moment?**
- **Questions/Comments**

The Experience

- **When?**
- **Who?**
- **What?**
- **Why?**
- **Where?**
- **How?**

“We want our standards to be what our competition considers above and beyond.” -

Dijulius III

- **Denial**
- **Service Aptitude**
- **Customer Service is not just about People**
- **Build the culture and the customer will come**
 - ✓ Loyal employees help create loyal customers
- **A smile is rare today**

“World-class service is not something you deliver, it is a result of something you are.” -

Dijulius III

“People don’t remember what you said as how much you made them feel.” - DiJulius III

- **A complaint is a gift**
- **It is not our fault but it is still our problem**
- **First Impressions vs. Final Impressions**
- **Story telling**
- **Guess who?**
- **Habits of World-Class Leaders**

“If you dislike your job, you have to work every day for the rest of your life; if you love what you do, you never have to work again.” - DiJulius III

Customer Loyalty is Priceless

“It’s not about right or wrong – it’s how you *react* to and handle the problem.” - Gitomer

- The most important person
- Satisfied vs. Loyal
- Service is a feeling
- The WOW! Factor
- Successful Customer Service Elements
- Own the problem
- The conclusion

**“YOU START IT...you may as well start positive, friendly, and enthusiastic – *no matter what.*”
- Gitomer**

What is our “priceless” moment?

